

25 Cents Per Pound Value Extraordinary "SALADA"

Reducing the Cost of Living—
and yet, Raising the Standard of Quality.

Here's Your Opportunity
Get a packet of your grocer To-Day"

Tea-Pot disappointment is impossible
but you must be sure its "SALADA"

M106

FRENCH MEMORIAL TO LATE CAPT. SCOTT

Paris, Feb. 5—The Captain Scott memorial, the cost of which was raised by private subscription in France, was unveiled today on the Col de Lautaret in the French Alps, whither the British explorer went in March, 1908, to make a test of the motor sleighs which he intended to use in his dash to the South Pole. The unveiling was conducted under the auspices of the French Alpine Club.

RECEIVED BY PRESIDENT WILSON

Washington, D.C., Feb. 5—The members and ladies in attendance at the annual convention being held here by the International Custom Cutters' Association of America, visited the White House today and were received by President Wilson.

ECONOMISTS DISCUSS TAX LAWS IN INDIANA

Bloomington, Ind., Feb. 5—A "wide open" State Conference on taxation met at the State University here today to discuss all phases of the tax problem, with a view to agreeing upon a more satisfactory plan than the old system of property tax which is still in force in Indiana. The conference will continue two days. Those in attendance include State officials, tax commissioners, economists and invited speakers from other states. Governor Ralston presided and delivered an address at the opening session this morning.

NEW SCANDINAVIAN LINER COMING

Copenhagen, Feb. 5—The new Scandinavian American line steamship Frederick VIII., which was launched last May, was given a rousing farewell today when she departed on her first voyage to New York.

THIS DATE IN HISTORY

FEBRUARY 6.

1682—La Salle began his descent of the Mississippi River.
1778—United States and France concluded a treaty of defensive alliance.
1805—Pennsylvania legislature decided to remove the seat of state government to Harrisburg.
1814—Dr. James Craik, who attended President Washington in his last illness, died in Fairfax county, Va. Born in Scotland in 1730.
1818—William M. Everts, famous statesman, born in Boston. Died in New York City, February 28, 2902.
1833—General J. E. B. Stuart, celebrated Confederate cavalry leader, born in Virginia. Died in Richmond, June 12, 1864.
1838—Sir Henry Irving, famous English actor, born. Died October 23, 1905.
1845—Isidor Strauss, noted New York merchant and philanthropist, born in Rhenish, Bavaria. Lost in the Titanic disaster, April 15, 1913.
1852—Over five hundred lives lost in the wreck of the British troop ship Birkenhead near the Cape of Good Hope.

BIRTHDAY CONGRATULATIONS

FEBRUARY 6.

George J. Gould, financier and railroad magnate, 50 years old today.
Asher C. Hinds, representative in Congress of the First Maine District, 51 years old today.
John M. C. Smith, representative in Congress of the Third Michigan District, 61 years old today.
Thomas Loughlin ("Young Loughlin"), formerly well known as a pugilist, 27 years old today.



BAD BLOOD

IS THE DIRECT CAUSE OF Pimples.

Pimples break out on the face and body, and it is impossible to get rid of them, unless you cleanse the blood of all its impurities.

Burdock Blood Bitters is without a doubt, the very best medicine for this purpose.

This old, and reliable medicine has been in use for nearly forty years, and has a reputation unequalled by any other preparation for removing all the impurities from the blood and banishing the pimples.

Mr. Edward Paquette, Navan Centre, Ont., writes:—"One month ago my face was covered with pimples and a rash. I had tried a number of these so called blood purifiers with no avail. Seeing an almanac of yours in which you strongly recommend Burdock Blood Bitters, I decided to try a bottle, and after I had taken it I could see a decided change, and after using three bottles more all the pimples had completely disappeared."

CORPORAL PUNISHMENT

Teacher Must be a Psychologist to Know When to Apply it

Corporal punishment in schools is a subject which is brought into the public eye every so often. It is a topic with painful memories for most people and one which is heatedly discussed among the parents of school children, but the average grown-up still believes that corporal punishment is a good thing. Discretion should be used in the application of the rod, however, and it is in the lack of discretion among some school teachers where the system of corporal punishment is weak. There are children who can understand nothing quite so well as a "licking," but there are also children to whom a blow is a serious nervous shock. It is more or less a matter of temperament, which, despite the protests of the press agent, is not the exclusive possession of theatrical stars. The best school teacher must be more or less of a student of psychology and must be able to distinguish between "bad boys" and thoughtless ones.

It must be admitted that there are "bad boys." True, they generally turn out to be the best of men, but they are boys who need an occasional and sometimes frequent applications of the cane or strap, whichever happens to be the favorite weapon of the teacher. To them it is an honor to be "licked," and they display their bruised hands with considerable pride. But to the nervous, sensitive child corporal punishment does more harm than either the teacher or parent may imagine. It bruises the spirit more severely than the flesh. Such a child grows up timid and fearful, shrinking from expected blows before they are threatened.

It is rather a pity that school teachers are not better paid. If they are worth anything at all, they are worth at least double what they receive at the present time. They hold almost supreme power over the children in their classes; it is to them that the rising generation looks for guidance and knowledge, yet they receive what is hardly better than a pittance.—Vancouver Sunset.

Derivation of "Book"

It is generally believed that we owe to the Romans the word "book," but such is not the case. We get the word from our Saxon or Danish ancestors. Long, long before this wonderful day, when bundles of ugly-looking rags are turned into beautiful white paper, our worthy ancestors wrote their accounts, calendars, and histories, on wood, bark and parchment. In the north the bog, or beech, was the tree generally employed for this purpose as it grew plentifully and had an excellent fibre. They called a bit of writing on this wood "boc," and from it came the word "book."

LADIES' HOCKEY MATCH

FEBRUARY 11th

U. N. B.

VS.

CAMPBELLTON

ARCTIC RINK

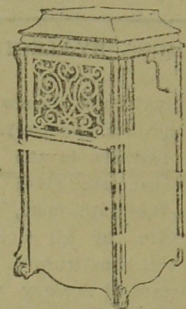


Wood's Phospholine

The Great English Remedy. Tones and invigorates the whole nervous system, makes new blood in old veins, cures Nervous Debility, Mental and Brain Worry, Despondency, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$1 per box, six for \$5. One will please, six will cure. Sold by all druggists or mailed in plain package on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)

The reproducing point of the new Edison Cylinder Phonograph is a diamond

It was appropriate that when Mr. Edison was seeking the utmost perfection in sound reproduction he should find that this power lay in the diamond. He discovered it in the course of more than 2,500 experiments, always looking toward rarer sweetness, mellower, stronger tone.



Edison Amplifier I
Has Diamond-Point reproducer,
double spring motor, worm gear
drive and automatic stop. Beautifully
designed in mahogany,
Circassian walnut and oak.

He has equipped every new
Edison Phonograph
with a diamond-point reproducer.

When this marvelously impervious tip rests upon the surface of the unbreakable Blue Amberol Record, the heavier pressure can produce but one result—wonderfully increased volume combined with rarest sweetness. Hear a Blue Amberol at your Edison Dealer's today.

TRADE MARK
Thomas A. Edison

A complete line of Edison Phonographs and Records will be found at

Skate Grinding

BEST IN THE CITY.

SKATES REPAIRED AND PUT ON BOOTS. LET US
STORE YOUR BICYCLE FOR THE WINTER.
Wm. C. Burt F'ton. N. B.

GREAT REDUCTIONS IN

HAIR GOODS

FRIDAY WILL BE YOUR LAST
CHANCE to secure Hair at these
low prices. See our Upper Window.

MISSSES YOUNG

HIGH COST OF LIVING

Is the question now before all the big companies and governments

Our goods for manufacturing are high, too, but we have got the quality and give you a lot of good food for the small price of 5 cents. We are manufacturing fresh Crispettes every day and you cannot get any better food or confectionery than corn; pure clean and wholesome.

Enterprise Bottling Co

Office King Street . . . Fredericton, N. B.

OUR WHITE SALE

DREW TH CROWD

WHY? Because the Ladies knew they would get DOUBLE VALUE for their money. This White Sale will continue for a few days. There are a few Half-Price Underskirts, Waists, Ladies' and Children's Dresses left, which will be cleared at same low prices.

See our Special Night Dresses, Waists, Princess Slips and Underskirts at 98c. Drawers and Corset Covers at 25c. 10 to 20 per cent. off all White wear during this Sale

L. BLACK - - - YORK STREET

Greater than Panama's Bridge of Water

The Panama Canal is the logical outcome of the trend of modern commerce—it is monumental evidence of the present-day need for shortening distance—for lessening time and for reducing cost of distribution between maker and consumer.

In point of distance, the Panama will bring the Pacific nearer to the Atlantic by 1,000 miles. In point of time, the sea voyage between Halifax and Vancouver will be shortened by 24 days. In point of cost, the canal will very materially lessen the expense of carrying freight between these places. But there is a stronger factor than even the Panama in shortening distances, lessening cost and saving time between manufacturer and user.

It is Advertising—

It is the quickest—
It is the most direct—
And it is the cheapest—
means of communication between the maker and user of goods.

For instance, Advertising enabled a manufacturer in Nova Scotia to carry a demand for his product

from his factory to the Pacific Coast
— in a few days
— at an insignificant cost
compared with slower and more laborious selling methods.

In one week, thousands learned of his product where it would have taken years for the news to get around without advertising.

To the Manufacturers of Canada:

You will be alert to take advantage of the Panama route for the physical transportation of your goods. Have you considered how quickly, how far, and at what small cost the Advertising Trade Route will carry demand for those goods?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.